

# Campaign Manager, Clean Water

Reports to: Campaigns Director



**PennFuture is leading the fight for an equitable, job-creating state economy by advancing clean air, pure water, and climate change solutions through legal advocacy, policy engagement, and empowering all Pennsylvanians.**

## **INTRODUCTION:**

PennFuture seeks a Campaign Manager to lead PennFuture's clean water advocacy strategies and tactics. Our work is organized across three broad campaigns: clean energy & decarbonization, clean air, and clean water with a Campaign Manager overseeing each. Each Manager coordinates staff activities, implements the strategic plan, makes tactical decisions, develops content, and directly supports the policy and legal functions of the campaign.

The Clean Water Campaign Manager will develop and lead sophisticated statewide campaigns that advocate for sound legal and policy solutions to improve water quality statewide, leveraging both PennFuture statewide expertise as well as our on-the-ground presence in key watersheds. The Campaign Manager will be responsible for communicating clean water and other issues to PennFuture constituents, the general public, and decision makers. They will also interpret the science for public consumption, advocate for effective clean water policies, and work with PennFuture's legal staff to advance legal action, when appropriate. Our ideal candidate will have both policy and technical expertise in water protection as well as multiple years of advocacy experience.

The position is non-political, non-partisan, and full-time exempt at PennFuture, a 501(c)3 environmental advocacy organization in Pennsylvania. The Campaign Manager will also conduct work for our strategic partners at Conservation Voters of Pennsylvania (CVPA)—a 501(c)4 organization—from time to time.

## **COMMITMENT TO DIVERSITY, EQUITY, INCLUSION, AND JUSTICE**

PennFuture knows that in order to achieve our mission, we need to ensure that all Pennsylvanians have equitable access to clean air, clean water, a stable climate, and a clean and sustainable economy. We are committed to ensuring diversity, equity, inclusion, and justice in our organizational culture, policies, practices, and programs. Like the environmental and conservation movement writ large, we have historically fallen short in our efforts to build a truly equitable Pennsylvania. Our vision is to center equity and justice in everything we do as well as to combat systems of oppression and injustices that have long harmed Pennsylvania's environmental justice communities.

## **JOB RESPONSIBILITIES:**

- Manage and lead PennFuture's clean water campaign
- In collaboration with staff, engage on watershed-specific issues, including relationship building with various water coalitions and partners.

- Work with staff to develop and implement clean water objectives and tactics to support work that aligns with PennFuture's strategic goals
- Elevate awareness of clean water threats and solutions in Pennsylvania, especially in how these disproportionately harm lower-income communities and communities of color
- Engage and guide new advocates, existing organizations and coalitions, and communities into action on policy solutions
- Lead the clean water campaign to build a diverse constituency to advocate for sound policy solutions to a range of clean water problems
- Leverage PennFuture's legal, policy, civic engagement, and communications staff to support implementation of cohesive, integrated tactics
- Collaborate with and organize PennFuture's partners, civic leaders, and grass top leaders to support implementation of the clean water campaign, ensuring stakeholders represent communities of color, immigrant communities, low-income communities, and other traditionally underserved communities
- Educate decision makers and the general-public, including lobbying of public officials and government agencies
- Assist in interpreting complex scientific and policy information for consumption by target audiences through media work and writing fact sheets, reports, white/briefing papers, testimony and other strategic communications
- Craft and coordinate campaign e-mails, action alerts, website content, blog and social media posts; draft, edit, and submit letters to the editor and other opinion pieces
- Support managing campaigns grants, including writing proposals and reports
- Other strategically important duties, as directed by their supervisor

#### **PREFERRED EXPERIENCE AND SKILLS:**

- Strong commitment to PennFuture's mission and demonstrated commitment to advancing environmental protection with vision and results
- Commitment to the values of diversity, equity, inclusion, and justice and employing that in all their work
- Minimum 5 years work on advocacy and public policy. Experience managing advocacy campaigns a plus.
- Deep understanding of clean water issues in Pennsylvania, including those in the major watersheds. Additional understanding of broader Pennsylvania environmental and conservation issues a plus.
- Understanding of the Pennsylvania environmental and conservation landscape
- Exceptional written, verbal, and social media communication skills
- Experience working with, or an enthusiastic willingness to learn how to work with, a diverse representation of stakeholders, advocacy organizations, and elected officials
- Ability to work quickly, independently, and proactively on project and campaign developments
- Ability to travel and to maintain a flexible work schedule; be willing to work some evenings and/or weekends, as needed

**LOCATION, SALARY, AND BENEFITS:**

This is a statewide position based in the Commonwealth. Traveling is a key component in this work, so access to a vehicle or regular transportation is essential. In general, PennFuture follows a hybrid work structure where employees can work remotely, from the office, or in the field, as needed, based on demands of specific tasks, team collaboration, or personal work preferences. Staff work with their supervisor to ensure the right balance.

This is a full-time, exempt position. Salary range is \$55,000 to \$65,000. Benefits package includes health care, dental, vision, 5 weeks of paid vacation, 2 weeks of paid sick leave, 12 paid holidays, and a 403(b)-retirement plan with employer match.

PennFuture encourages applications from individuals underrepresented in the environmental community, including people of color, and persons with nontraditional work and educational experience. All applicants will receive consideration without regard to race, color, national origin, marital status, religion, gender, age, disability, sexual orientation, or political affiliation.

**SUBMISSION:**

Applications will be considered on a rolling basis.

Please use the following link to apply for this position: <https://research.typeform.com/to/XgHB1ksK>

Application requires a cover letter, resume, and short 1-2 page writing sample and contact information for 3 references. Please be sure to select "Clean Water Campaign Manager" in the drop down to be considered for this position.

<https://research.typeform.com/to/XgHB1ksK>

Phone calls and emails will not be accepted.